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Home Appliance *NewsLine*

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REFRIGERATORS AND LAUNDRY APPLIANCES STAND OUT IN MIXED MONTH FOR MAJOR APPLIANCE SHIPMENTS

CHICAGO -- The major appliance industry shipped over 3.6 million units in July, a 1.7 percent increase over the July 1989 level, reports the Association of Home Appliance Manufacturers (AHAM).

July was a month of sharp contrasts as three-fourths of the products showed gains, may double-digit, while remaining products posted steep losses.

Refrigerators and laundry equipment topped the list of products surpassing their year-ago levels.

* The second-highest monthly shipment of refrigerators (790,400 units) established a July record for the product. Refrigerator shipments increased by 20.4 percent in July.
* Automatic washers (517,600 units), electric dryers (265,100 units), and gas dryers (80,200 units) each reached their second-highest July levels ever. Shipments increased by 18.7 percent for washers and 13.3 percent for dryers.

Shipments of other "core" products -- electric and gas ranges and dishwashers --also posted gains of 11.7 percent, 12.5 percent and 16.4 percent, respectively. These products represent the bulk of business for full-line manufacturers.

(MORE)

Microwave ovens and room air conditioners showed the steepest declines in July, with shipments down 33.1 percent and 28.7 percent respectively.

Moderate weather prevailing through much of the country during the month depressed room air conditioner shipments (259,800) units, while microwave oven shipments (417,500 units) continued to show signs that demand for the product has peaked out.

Although year-to-date shipments (28.0 million units) decreased by 3.6 percent, more than half the product categories surpassed their year-ago levels and shipments of core products were up 2.6 percent for the period.

According to the industry's latest forecast conducted in May, 1990 shipments are expected to decline 2.9 percent to 47.3 million units from last year's level of 48.7 million.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
July, 1990

	JULY			CALENDAR YEAR TO DATE		
	1990	1989	% Change	1990	1989	% Change
ALL MAJOR APPLIANCES**	3,646.5	3,585.0	1.7%	28,014.2	29,075.4	-3.6%
COOKING - TOTAL	869.4	1,058.1	-17.8%	7,376.8	8,580.4	-14.0%
ELECTRIC RANGES - TOTAL	242.2	216.8	11.7%	1,729.6	1,707.4	1.3%
Free Standing	192.4	171.2	12.4%	1,356.5	1,344.9	0.9%
Built-In	49.8	45.6	9.2%	373.1	362.4	3.0%
GAS RANGES - TOTAL	167.0	148.5	12.5%	1,247.1	1,182.7	5.4%
Free Standing	159.9	141.2	13.2%	1,183.4	1,118.5	5.8%
Built-In	7.1	7.3	-2.7%	63.7	64.2	-0.8%
MICROWAVE OVENS/RANGES***	471.5	704.8	-33.1%	4,484.1	5,785.4	-22.5%
HOME LAUNDRY - TOTAL	862.8	740.6	16.5%	6,315.7	6,188.8	2.1%
AUTOMATIC WASHERS	517.6	436.0	18.7%	3,761.9	3,592.8	4.7%
DRYERS - TOTAL	345.2	304.6	13.3%	2,553.8	2,596.1	-1.6%
Electric	265.1	235.5	12.6%	1,970.0	2,004.2	-1.7%
Gas	80.2	69.1	16.1%	583.8	591.9	-1.4%
KITCHEN CLEAN UP - TOTAL	616.2	555.3	11.0%	4,724.3	4,676.0	1.0%
DISPOSERS	306.5	285.4	7.4%	2,495.8	2,472.3	1.0%
DISHWASHERS - TOTAL	297.7	255.8	16.4%	2,112.6	2,081.0	1.5%
Built-In	281.8	242.9	16.0%	1,991.3	1,963.2	1.4%
Portable	15.9	12.9	23.3%	121.3	117.8	3.0%
COMPACTORS	12.1	14.2	-14.8%	115.9	122.6	-5.5%
FOOD PRESERVATION - TOTAL	945.5	781.2	21.0%	5,023.4	4,827.4	4.1%
REFRIGERATORS	790.4	656.5	20.4%	4,284.6	4,135.7	3.6%
FREEZERS - TOTAL	155.1	124.7	24.4%	738.8	691.7	6.8%
Chest	91.5	71.2	28.5%	417.4	385.3	8.3%
Upright	63.6	53.6	18.7%	321.4	306.3	4.9%
HOME COMFORT - TOTAL	352.5	449.8	-21.6%	4,574.1	4,802.7	-4.8%
ROOM AIR CONDITIONERS	259.8	364.3	-28.7%	3,919.7	4,300.2	-8.8%
DEHUMIDIFIERS	92.8	85.5	8.5%	654.4	502.5	30.2%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.

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TRENDS AND FORECASTS
INDUSTRY SHIPMENTS OF MAJOR APPLIANCES*, THOUSANDS OF UNITS

PRODUCT	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990**	1991**
Cooking - Total	7,456	8,005	7,303	10,051	13,717	15,635	17,518	17,915	16,237	15,651	15,019	15,053
ELECTRIC RANGES - TOTAL	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,346	3,202	3,049	3,008	3,117
Free Standing	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,691	2,566	2,401	2,363	2,462
Built-In	555	498	417	563	577	574	598	655	635	648	646	654
GAS RANGES - TOTAL	1,539	1,496	1,368	1,573	1,732	1,814	1,940	2,143	2,227	2,167	2,163	2,224
Free-Standing#	1,437	1,401	1,289	1,477	1,626	1,694	1,826	2,022	2,101	2,055	2,048	2,102
Built-In#	102	94	79	96	106	120	114	120	127	112	116	122
MICROWAVE OVEN/RANGES	3,608	4,422	4,071	5,933	9,132	10,883	12,444	12,610	10,988	10,598	10,004	9,874
Home Laundry - Total	7,727	7,342	6,746	7,910	8,733	9,192	10,009	10,635	10,791	10,825	10,693	10,886
WASHERS - TOTAL	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,998	6,190	6,252	6,206	6,349
Automatic	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,998	6,190	6,252	6,206	6,349
Wringer & Other	124	88	64	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
DRYERS - TOTAL	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,637	4,601	4,574	4,487	4,537
Electric	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,600	3,554	3,522	3,464	3,499
Gas	682	640	584	672	754	834	936	1,037	1,047	1,052	1,023	1,039
Kitchen Clean Up - Total	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,696	8,383	8,244	7,995	8,248
DISPOSERS	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,438	4,233	4,363	4,214	4,373
DISHWASHERS - TOTAL	2,738	2,484	2,170	3,121	3,491	3,575	3,918	4,032	3,907	3,668	3,571	3,664
Built-In	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,763	3,647	3,456	3,365	3,458
Portable	384	291	214	262	246	248	255	269	260	213	206	206
COMPACTORS	235	191	148	157	182	177	194	226	243	213	210	211
Food Preservation - Total	6,875	6,549	5,704	6,818	7,275	7,316	7,733	8,232	8,576	8,317	8,278	8,435
REFRIGERATORS##	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,972	7,227	7,099	7,038	7,179
FREEZERS - TOTAL	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,260	1,349	1,219	1,240	1,257
Chest	963	889	726	702	650	634	661	692	727	677	678	684
Upright	789	717	614	639	631	602	561	567	622	541	563	573
Home Comfort - Total	3,876	4,229	3,201	2,439	3,694	3,610	3,371	4,503	5,310	5,696	5,350	5,109
ROOM AIR CONDITIONERS	3,203	3,693	2,761	2,002	3,103	3,022	2,816	3,798	4,637	5,091	4,740	4,459
DEHUMIDIFIERS	673	536	440	437	591	588	555	704	673	605	610	650
All Major Appliances	31,869	31,978	28,051	34,039	41,176	43,611	47,012	49,981	49,297	48,734	47,334	47,731

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Forecasts as of May, 1990
# Drop-in gas range data included in free-standing total for 1978 through 1984; thereafter drop-in gas range data included in built-in total.
Includes units of 6.5 cu. ft. and over.

Total industry shipments may not add due to rounding and overlapping categories

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